

BOZEMAN

M O N T A N A

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Marketing Plan for Fiscal Year 2009

PURPOSE:

The purpose of the Bozeman CVB is to enhance the economic development of the community through the promotion of tourism, film production and conventions while sustaining its geographical character, environment, culture, aesthetics, heritage and the well being of its residents. We strive to accomplish the above while adhering to our mission statement:

The Bozeman Convention and Visitor Bureau contributes to a positive quality of life in Bozeman by promoting tourism as a sustainable industry.

This marketing plan establishes a strategy that will coordinate the Bozeman CVB's efforts with the *Montana Tourism and Recreation Strategic Plan 2008-2012*. This effort will allow the CVB to:

- a) Provide quality and unique experiences to residents and non-residents while maintaining Bozeman's character and sense of place;
- b) Educate Bozeman residents as to how tourism positively impacts their quality of life;
- c) Identify Bozeman's target markets;
- d) Develop a unified message and theme to reach these markets; and
- e) Encourage potential visitors to increase both their length of stay and the dollar amount spent in the area.



IDENTITY:

Bozeman's strengths and challenges can be applied virtually across the board to its two primary target markets (consumer travel and film production) and its secondary target (meetings/conventions).

Strengths:

—Primary—

- **Proximity to Yellowstone National Park**—Bozeman is conveniently located within a short drive from one of Montana's major visitor attractions. This is an appealing opportunity to the consumer traveler, film production companies and the convention/conference attendee. In fact, according to the Institute for Tourism and Recreation Research (ITRR), 64% of individuals visiting Gallatin County were attracted by Yellowstone National Park.* According to the National Park Service, visitation to the park was up almost 10% in 2007 over 2006.

*Source: *Niche News: Gallatin County Visitor Characteristics*, ITRR 2007.

- **Cultural Opportunities**—Eighty-one percent of all adult travelers in the United States said that they had taken at least one trip in the past year that had at least one of fifteen different types of cultural activities involved.* Bozeman offers a number of cultural opportunities year-round from the Museum of the Rockies to the Emerson Center for the Arts & Culture. In addition, festivals, concerts, live theatre, rodeos, fairs and local celebrations occur throughout the year. A *Niche News* prepared by

the ITRR stated that 42% of people surveyed thought local art and culture was somewhat or very important to their overall vacation experience and 28% said art and culture was an important part of choosing Bozeman as a destination.**

*Source: Tourism Industry Association presentation on Geotourism at the *US Cultural and Heritage Tourism Summit*, Washington, D.C., Dr. Suzanne Cooke 2005.

**Source: *Niche News: Visitors of Arts, Culture and Outdoor Recreation to Bozeman*, ITRR 2007.

- **Recreational Opportunities**—Of visitors to Montana who indicated “vacation” as their primary reason for visiting, 64% were attracted to mountains and forests, 54% were attracted to Yellowstone National Park and 50% were attracted to open space/uncrowded areas.* Bozeman provides the opportunity to indulge in virtually every type of outdoor activity including fishing, white-water rafting, hiking, biking, camping, horseback riding, golfing, snowmobiling, cross-country skiing and downhill skiing/snowboarding. A recent survey showed that 50% of visitors to the Bozeman area participated in wildlife viewing, 42% participated in hiking and 29% participated in fishing.**

*Source *Niche News: 2005 Vacationers Characteristics*, ITRR 2005.

**Source: *Niche News: Visitors of Arts, Culture and Outdoor Recreation to Bozeman*, ITRR 2007.

—Secondary—

- **Lodging Facilities**—With over 1,900 rooms, Bozeman offers a wide variety of accommodations from hotels/motels, bed & breakfasts, cabins, ranches and vacation homes as well as both private and public campgrounds. Lodging is the fourth highest expenditure of visitors to Gallatin County at 10% of all expenditures.* In addition, those who spend at least one night in Gallatin County tend to stay longer in the state with a total of 5.93 nights.* The Bozeman CVB’s “Potential Visitors Study” conducted in FY05 and FY06 mirrors this information with 44% stating they planned to stay 4-7 nights.**
- **Fine Dining and Unique Shopping**—A variety of dining options present themselves to Bozeman visitors from Asian cuisine to gourmet pizza. Many of these establishments offer a unique atmosphere and dining experience. A wide array of shopping opportunities also exists in the area from the Gallatin Valley Mall to the downtown boutiques and art galleries. Shopping is an activity enjoyed by many but particularly by the geotourist. In fact, 46% of those people interested in cultural and heritage tourism like to shop. This number is higher than it is among all other travelers.***
- **Montana State University**—Founded in 1863, Montana’s first state-supported higher education institution now has a population of over 12,500 students annually. The University offers a variety of undergraduate and graduate programs as well as cultural opportunities for students, Bozeman residents and visitors throughout the year.

*Source: *Niche News: Gallatin County Visitor Characteristics*, ITRR 2007.

**Source: *Potential Visitors Study*, Bozeman CVB 2006.

***Source: Tourism Industry Association presentation on Geotourism at the *US Cultural and Heritage Tourism Summit*, Washington, D.C., Dr. Suzanne Cooke 2005.

Challenges:

- **Maintaining the Lodging Tax**—Building awareness among elected officials about tourism impacts and its benefits is crucial if we are to maintain the lodging tax. As the strategic plan reiterates, “...in 2007 Montana ranked 31st among state tourism offices in total spending on tourism marketing (including private sources for co-op advertising). Montana needs to regain competitiveness by improving its marketing reach, targeting niche markets to boost visitation among ‘high-value, low-

impact visitors’*, and addressing the issue of under-utilization in off-peak seasons.” In addition to educating elected officials, it is also imperative to build citizen awareness about the benefits of tourism and the uses of the lodging tax.

The state’s diminished buying power in regard to media is becoming increasingly more evident as advertising and sales promotion budgets from surrounding states grow at a faster pace than Montana with the exception of Idaho. The following chart indicates the percentage growth among these states between FY98-FY08.

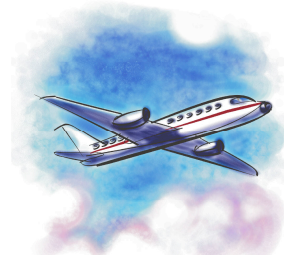
Table 1: Tourism Office Domestic Advertising and Sales Promotion Budgets**

	Montana	Idaho	Wyoming	So. Dakota	No. Dakota	Colorado
FY08	\$4,712,364	\$2,085,800	\$6,061,988	\$7,273,675	\$1,684,907	\$11,747,500
FY98	\$2,067,202	\$980,336	\$1,299,999	\$1,929,000	\$724,857	\$2,000,000
% Change	128%	113%	366%	277%	132%	487%

*Defined by the *Montana Tourism and Recreation Strategic Plan 2008-2012* as “...visitors who contribute to Montana’s economic and social prosperity while respecting and appreciating Montana’s authentic natural and cultural assets.”

**Source: *NCSTD Survey of Tourism Offices*, TIA 2008.

- **Transportation**— As stated in the strategic plan, “the percentage of travelers who flew to Montana was 30% in 2005, vs. 19% in 2001.” While this is impressive growth, for the individual tourist, production company or conference attendee, transportation into Bozeman is still *perceived* as a challenge. Significant strides have been made to increase our airline carriers and the number of flights but we still provide limited *direct* flight access into Bozeman.



However, Gallatin Field is the seventh busiest passenger airport in the Pacific Northwest with over 700,000 passengers using the facility every year. Delta, Horizon Air, Frontier, Northwest and United/United Express provide daily non-stop service to Butte, Chicago, Denver, Idaho Falls, Minneapolis/St. Paul, Salt Lake City and Seattle/Tacoma.

Winter and summer schedules also include non-stop service to Atlanta, Detroit, Los Angeles and San Francisco. This is vital to the growth of Bozeman’s tourism industry. In fact, 49% of potential visitors stated that they would be arriving to the Bozeman area by plane.* Bozeman currently averages 20 departing flights a day and boardings increased 6.2% in 2007 over 2006.

Another challenge facing Bozeman is transportation within the area. It can be difficult to rent a car during the peak season without a reservation. In addition, rental cars, buses and taxis can be expensive alternatives for production companies and meeting planners trying to transport large groups of people. The community of Bozeman is also making improvements to address this issue. In 2007, the Streamline Bus System began service, providing free transportation to Bozeman residents and visitors alike. Also, the Skyline Bus System provides transportation between Bozeman and Big Sky.

*Source: *Potential Visitors Study*, Bozeman CVB 2006.

- **Conference Capacity**—While Bozeman offers a large variety of lodging options; conference and tradeshow facilities are limited. With the exception of the University, most lodging facilities cannot hold a conference/convention with attendance over 500 people. This becomes more apparent when a convention has a tradeshow component and meeting rooms must be converted to tradeshow

space. The CVB is therefore focusing its meeting and convention marketing efforts to cater to smaller group sizes.

- **Perceptions of Bozeman's Technology Capabilities among Conference Planners**—As more speakers bring their own equipment and wireless technology becomes more readily available, the perception that Bozeman (or other larger Montana communities) is lacking in technology capabilities becomes less relevant. What is now more of a concern is whether a facility will have enough equipment to accommodate conferences of certain sizes and the in-house staff that can trouble-shoot during the conference. This perception is still relevant as is evident when viewing Travel Montana's Meeting Planners DVD that addresses this exact issue as it works to attract meetings and conferences to the state. In addition, the cost of renting these items (especially if they have to be transported from a neighboring community) can be expensive.



GOALS:

Bozeman's long-term goals focus on two primary markets and one secondary market as outlined below.

Primary Market – Consumer Travel (Domestic, International and Group Travel):

- Inform visitors/tour operators about Bozeman's proximity to Yellowstone National Park and using Bozeman as their "home base" while planning day trips into the park and other points of interest around the area.
- Build and maintain a consistent image of Bozeman as southwest Montana's premiere vacation destination through all its marketing efforts. This includes the implementation of the tourism industry's new Montana brand strategy and how it applies to cooperative efforts with other regions, CVBs and private businesses.
- Enhance awareness and support for tourism and recreation among Bozeman citizens and elected officials, including obtaining additional funding to support sustainable tourism.
- Work to promote Bozeman as one of Montana's premier vacation destinations through CVB efforts alone and/or in partnership with the state, other regions/CVBs and private business in an effort to leverage funds.
- Increase four-season tourism revenue in Bozeman by specifically targeting the geotourist that appreciates the current products and services that Bozeman offers. This marketing effort focuses on high-value, low-impact visitors as defined by the *Montana Tourism and Recreation Strategic Plan 2008-2012*.
- Implement a proactive system to manage Bozeman's natural, historic and cultural assets with balanced, sustainable levels of resident and nonresident visitor use in order to enhance and preserve Bozeman's culture and history.

Primary Market – Film Production:

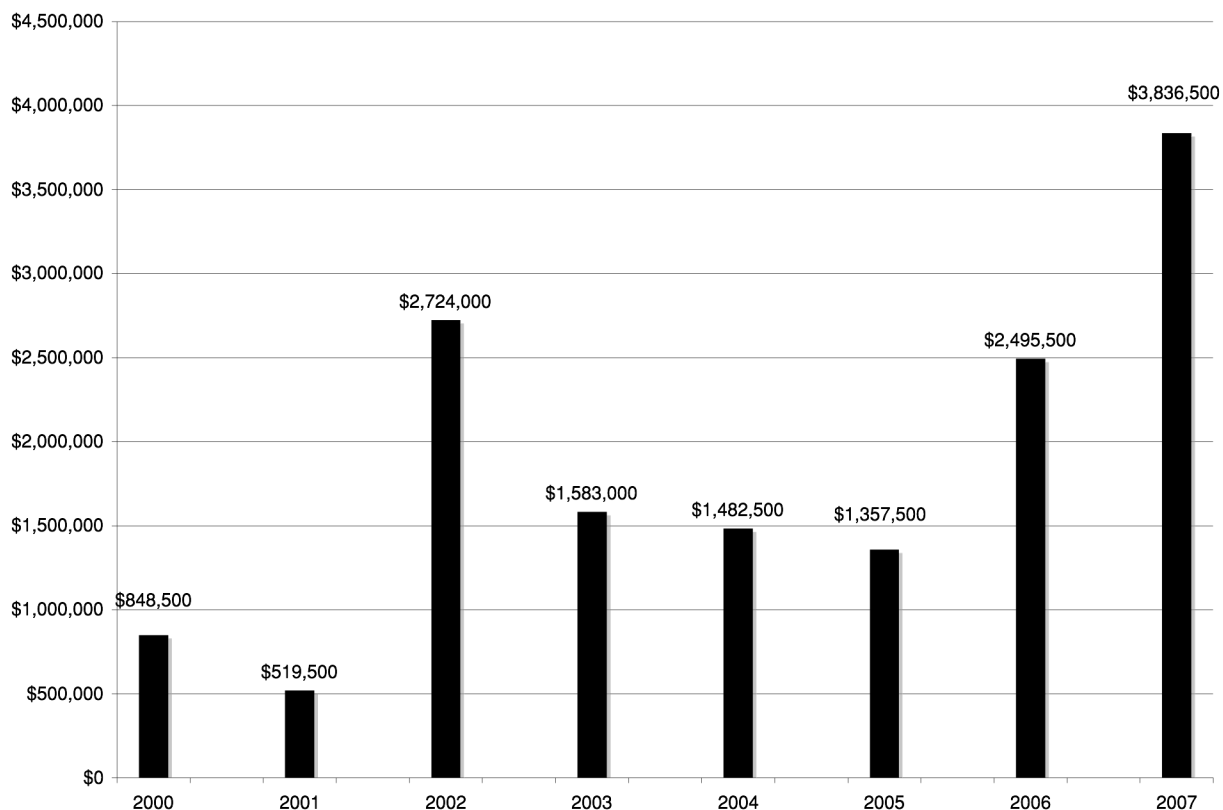
Working with the Montana Film Office:

- Educate production companies about the State's film incentive opportunity and the variety of locations available for filming in the Bozeman area.

- Inform production companies about the variety of services available in the community from accommodations and dry cleaners to hardware stores and office equipment.
- Educate production companies regarding the willingness of the CVB to act as a liaison between the production company and the community.
- Increase the number of productions either utilizing locations within the Bozeman area or equipment/services from the Bozeman community.
- Work to promote Bozeman as one of Montana's premier filming locations through CVB efforts alone and/or in partnership with the state, other regions/CVBs and private business in an effort to leverage funds.
- Increase the economic impact of the film industry by bringing more film-related projects to the Bozeman community.

According to data provided by the Montana Film Office, the estimated revenue for projects filmed or services utilized in Bozeman in 2007 was slightly over \$3.8 million (conservative estimate). The total number of projects filmed in the region was 21 and all of them applied for certification through the "Big Sky on the Big Screen Act". Though the number of projects is down slightly from 2006 (by three projects) the film revenue increased 54%. This is largely due to the fact that three independent films were shot in the area.

Graph 1: Estimated Expenditures from Film Production – Bozeman Area



Currently 82 businesses and 140 individual crew members from Bozeman are listed on the Montana Film Office website (montanafilm.com).^{*} This number is up 2% over last year. Already in 2008, one feature film and one television project are slated for the area.

^{*}Source: montanafilm.com, Montana Film Office 2008.

Secondary Market – Meetings/Conventions:

- Promote awareness and accessibility of Bozeman as a meeting and convention destination for 500 people or less.
- Educate planners about Bozeman's amenities including its cultural, recreational and technological opportunities as well as dining and shopping.
- Educate conference attendees about the number of family, recreational and cultural activities/attractions that are available in the area.
- Increase the number of meetings/conventions to the area.
- Encourage meetings/conventions to be held in months that are currently underutilized.
- Work to promote Bozeman as a meeting and convention destination through CVB efforts alone and/or in partnership with the state, other regions/CVBs and private business in an effort to leverage funds.



STRATEGIC PLAN:

This marketing plan supports the *Montana Tourism and Recreation Strategic Plan 2008-2012* through the implementation of the marketing strategies outlined on pages 16-18. Specifically the Bozeman CVB marketing plan focuses on the following sections of the statewide strategic plan.

A 1.1 Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track/report results.

“Coordinate highly effective promotion efforts among state, regional, local and private partners to maximize reach to specific target and niche markets...” This will be accomplished particularly through:

- 1.1.a Expand public-private marketing partnerships with tourism businesses and attractions
- 1.1.b. Continue winter marketing (Page 49)
- 1.1.d Continue marketing to international visitors
- 1.1.e Enhance tracking and reporting of results and return on investment (ROI) from state, regional and CVB advertising efforts (Page 50)

A 1.2 Promote Montana to targeted groups and events, emphasizing off-peak season.

- 1.2.c Continue to promote Montana as a film location (Page 51)

A 1.3 Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.

“By partners working together to plan strategically and leverage resources, Montana can maximize its effectiveness.” (Page 52)

1.3.d Create cooperative marketing campaigns between agriculture and tourism
(Page 53)

A 1.4 Improve Montana’s Visitor Information System to extend visitor stays and spending.

“...other components of a comprehensive visitor information system are needed such as free wi-fi, podcasts, RSS feeds, video downloads, etc.” (Page 53)

1.4.d Use technology to enhance Montana visitor information and marketing efforts

1.4.e Expand displays of Montana destinations and products (Page 55)

A 2.1 Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.

“...show benefits to residents (e.g., jobs, taxes, support for State Parks).” (Page 55)

A 3.1 Educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. (Page 57)

A 3.2 Coordinate state, regional, and local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities. (Page 57)

A 4.1 Promote Montana’s existing historic and culture assets for the enjoyment of residents and visitors. (Page 59)

A 5.1 Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets.

5.1.b Expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities)

5.1.c Encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences (Page 63)

A 7.1 Increase air service capacity to and from Montana cities. (Page 68)

A 9.1 Seek increases in state funding sources for targeted tourism marketing, and for tourism and recreation-related programs and facilities.

“Support changes in state law...in order to generate additional tourism and general tax revenue.”

A 9.3 Enhance funding for region and CVB marketing efforts.

“...evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.” (Page 75)

G 10 Build an effective “team” to implement the Strategic Plan, and report results (and all of the Actions associated with this goal). (Page 76-78)



OBJECTIVES:

The Bozeman CVB objectives are categorized into two primary and one secondary segments: Consumer Travel (domestic, international and group travel), Film Production and Meetings and Conventions. Therefore, a summary review of the FY08 objectives and the results are outlined under each category as well as the new FY09 objectives.

Primary Segment – Consumer Travel (Domestic, International and Group Travel):

In FY08 we outlined the following objectives:

- Increase year-round visitation to Bozeman as measured by an 11% increase in bed tax collections.
- Increase bed tax collections in the shoulder seasons by 8%.
- Increase the total amount of revenue brought into the Bozeman Community by 20%.
- Increase the number of inquiries (via telephone, Internet guestbook, email or traditional mail) that are directly attributable to the CVB's Consumer Advertising campaign by 7%.
- Increase the number of user sessions on the website by 5%.
- Increase the number of people who signed the guestbook on the website by 2%.
- Increase the average length per user session on the website by one minute.
- Assist Travel Montana with at least one media tour per fiscal year that will showcase Bozeman and the surrounding area and generate a variety of story ideas.

We were slightly off in our overall bed tax collection objective by 2%. Bozeman bed tax collection reports from the Department of Revenue (based on a calendar year) indicated a 9% increase. Winter collections (January-March) showed a 10% increase. We surpassed our shoulder season objective by .5%. Shoulder season collections based on quarterly information increased 17% in the second quarter (April-June) and were flat in the last quarter (October-December). Summer collections (July-September) were up 7%.

In addition, total tourism revenue collected in Bozeman in 2007 was up 9% from 2006. A chart indicating the breakdown of tourism revenue from 2005 through 2007 is included on the following page.

Table 2: Estimated Bozeman Tourism Impact

	2005	2006	2007
Total Bed Tax Collected	\$911,231	\$1,042,865	\$1,133,624
Bed Tax Percentage	0.04	0.04	0.04
Total Lodging Dollars	\$22,780,775	\$26,071,625	\$28,340,600
Lodging Percentage	0.12	0.09	0.09
Total Tourist Dollar	\$189,839,792	\$289,684,722	\$314,895,556
Breakdown by Category			
Restaurant/Bar (21%)	\$39,866,356	\$60,833,792	\$66,128,067
Retail Sales (16%)/(21% in 05)	\$39,866,356	\$46,349,556	\$50,383,289
Gasoline/Oil (28%)/(22% in 05)	\$41,764,754	\$81,111,722	\$88,170,756
Misc. Expenses (1%)/(4% in 05)	\$7,593,592	\$2,896,847	\$3,148,956
Campground/RV (2%)	\$3,796,796	\$5,793,694	\$6,297,911
Outfitter/Guide (4%)	\$7,593,592	\$11,587,389	\$12,595,822
Auto Rental & Repair (5%)/(6% in 05)	\$11,390,388	\$14,484,236	\$15,744,778
Groceries/Snacks (8%)	\$15,187,183	\$23,174,778	\$25,191,644
Transportation Fares (2%)/(NA in 05)		\$5,793,694	\$6,297,911
Hotel/Lodging (9%)/(12% in 05)	\$22,780,775	\$26,071,625	\$28,340,600
Gambling (1%)/(NA in 05)		\$2,896,847	\$3,148,956
License/Entrance Fees (2%)/(NA in 05)		\$5,793,694	\$6,297,911
Unallocated (1%)*		\$2,896,847	\$3,148,956
Total	\$189,839,792	\$289,684,722	\$314,895,556

*Unallocated funds due to rounding. Source: 2006 Montana Nonresident Economic Impacts and Expenditures, ITRR 2007. 2007 percentage breakdowns are currently not available.

The Bozeman CVB increased the number of overall inquiries attributable to the CVB's Consumer Advertising campaign by 3.2% over the previous calendar year. Website statistics indicate that the CVB had a slight decrease in user sessions by 23% with the length of user session decreasing by approximately one minute. However, 2008 already reflects an improvement in these statistics over the same time period in 2007. Guestbook inquiries were up over 3000% in 2007 but this was mostly due to the fact that in 2006 Travel Montana confirmed there was an issue with the guestbook database due to a spam program that was auto-filling guestbook entries and therefore this number is inaccurate.

Finally, we indicated that we would like to assist Travel Montana with at least one media trip per fiscal year. Travel Montana did not need our assistance in FY08.

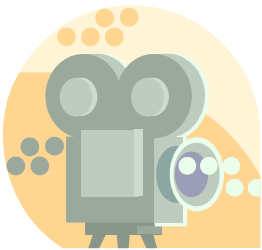
Therefore, based on our results in FY08 and in order to achieve the goals outlined on pages 4-6, Bozeman will focus on the following objectives to be completed within FY09.

- Increase year-round visitation to Bozeman as measured by a 10% increase in bed tax collections.
- Increase bed tax collections in the shoulder seasons by 8%.
- Increase the total amount of revenue brought into the Bozeman Community by 10%.

- Increase the number of inquiries (via telephone, Internet guestbook, email or traditional mail) that are directly attributable to the CVB's Consumer Advertising campaign by 4%.
- Increase the number of user sessions on the website by 5%.
- Increase the number of people who signed the guestbook on the website by 5%.
- Increase the average length per user session on the website by one minute.
- Assist Travel Montana with at least one media tour per fiscal year that will showcase Bozeman and the surrounding area and generate a variety of story ideas.

Primary Segment – Film Production:

As previously indicated, the Bozeman area saw an increase in film production in FY08. This included 21 projects and a significant increase in revenue generated (up 54% over the previous year) to \$3.8 million.



Therefore, Bozeman will focus on the following objectives to be completed within FY09.

- Increase the amount of revenue brought into the Bozeman community through film production by 15% over the previous year.
- Meet with a minimum of 75 directors/producers at the Sundance Film Festival.

Secondary Segment – Meetings/Conventions:

The Bozeman CVB has decided to discontinue actively advertising Meetings & Conventions through paid print and Internet campaigns. Past efforts have yielded no results. The CVB committee recognizes that the majority of meetings booked in the area are due to the fact that the meeting planner has some existing connection to Montana and the meeting is not booked through the CVB's paid advertising efforts.

Therefore, in FY09 Meetings & Conventions will be supported primarily through the visitbozeman.org website in the "Plan a Meeting" section. This section will undergo a facelift to provide additional information beyond what is currently listed. The focus of the site will still be to reach the target market planning meetings of less than 500 people.

In addition to the website updates, the CVB has already hosted its first two Tourism Business Improvement District (TBID) meetings in February and April 2008.



Therefore, Bozeman will focus on the following objectives to be completed within FY09.

- Evaluate the new functionality of the Meetings & Conventions website and measure user sessions to this section of the site as a benchmark for future fiscal years.
- Have the Tourism Business Improvement District (TBID) operating in the Bozeman area by May 2009.



TARGET GEOGRAPHIC MARKETS:

Target geographic markets have been defined using data from the following sources:

1. Consumer Travel— Inquiry tracking from M.A.R.S. Stout and the Bozeman CVB, research studies conducted by the ITRR, information compiled at Travel Montana and PRIZM® data.
2. Film Production— Inquiry tracking from the Montana Film Office.
3. Meetings/Conventions— Inquiry tracking from the Bozeman CVB, the Institute for Tourism & Recreation Research (ITRR), local area lodging partners and information compiled at Travel Montana.

Primary Market – Consumer Travel (Domestic, International and Group Travel):

Primary Markets— California, Canada, Colorado, Illinois, Minnesota, Texas, Washington and Wisconsin.

Secondary Markets—Idaho, Oregon, North Dakota, South Dakota.

Primary Market – Film Production: Production companies located throughout the United States and Internationally. Production companies that have filmed in Montana before.

Bozeman continues to be the home of the Hatch Festival, which is entering its fifth year in 2008. The CVB will also continue to attend the Sundance Film Festival and host an event in conjunction with the Montana Film Office. This partnership has proved beneficial for both entities and is entering its third year.

The CVB will continue to work with the Montana Film Office to position Bozeman as an ideal destination for filming projects (due to its film production crew base and the resources available at MSU) ranging from small features to larger scale productions.

Secondary Market – Meetings/Conventions:

Primary Markets— Meeting planners who have held meetings in Colorado, Montana, Idaho, Washington and Wyoming.

Secondary Markets—Meeting planners who have held meetings in Illinois, Kansas, Minnesota, Nebraska, North Dakota, South Dakota, Utah and Wisconsin.



TARGET DEMOGRAPHIC MARKETS:

Primary Market – Consumer Travel (Domestic, International and Group Travel):

The CVB continues to focus more of its advertising dollars on the consumer market. In FY08, the CVB expanded its consumer advertising to include the *Montana Travel Planner*, *Montana Winter Guide*, *Northwest World Traveler*, *Good Housekeeping*, *Sunset*, *National Geographic Traveler*, *Audubon* and the preprinted, newspaper-distributed “Spring Getaway Guide.”

Continuing in FY09 the CVB is narrowing its primary target markets to focus on the “geotourist”. Geotourism is defined as tourism that sustains or enhances the geographical character of a place—its environment, heritage, aesthetics, culture, and the well-being of its residents.

National Geographic Traveler sponsored a Tourism Industry Association (TIA) study on geotourism that revealed a number of geotourist profiles. Below is a description of the two geotourist profiles that the Bozeman CVB believes will have the highest propensity to travel to Montana (and Bozeman, specifically). These descriptions outline the segments’ demographic, travel, lifestyle and media profiles.

—Geo-Savvy—

Demographic Profile: The Geo-Savvy consumer is an average age of 43 years and slightly over half of the market is women. Fifty-percent of this group are baby boomers and 25% are under 35 years of age. The average household income is \$68,220 and 61% of the market holds a college degree.

Travel Profile: The Geo-Savvy enjoys visiting small towns and rural areas (80%) and travels to experience people, lifestyles and cultures very different from their own (81%). Seventy-three percent enjoy outdoor recreation.

Lifestyle Profile: Their psychographic profile reveals that 46% attend local seminars and lectures and that 46% visit local art galleries or museums.

Media Profile: Their media profile reveals that 74% read articles/watch shows about history or culture, 71% watch public TV and 35% subscribe to nature/environmental publications.

—Urban Sophisticates—

Demographic Profile: The Urban Sophisticate consumer is an average age of 45 years and 60% of the market is women. Fifty-percent of this group are baby boomers and 25% are considered to be in the “young couple” or “young parent” lifestage. The average household income is \$76,630 and 63% of the market hold a college degree.

Travel Profile: The Urban Sophisticate enjoys visiting small towns and rural areas (86%) and travels to experience people, lifestyles and cultures very different from their own (75%). Seventy-four percent enjoy outdoor recreation but want to return at the end of the day to comfortable accommodations. This segment would most likely enjoy “glamping” (glamorous camping) destinations. Montana is an ideal destination that offers such experiences.

Lifestyle Profile: Their psychographic profile reveals that 55% attend festivals and ethnic celebrations and that 45% visit local art galleries or museums.

Media Profile: Their media profile reveals that 60% read articles/watch shows about history or culture and 64% watch public TV.

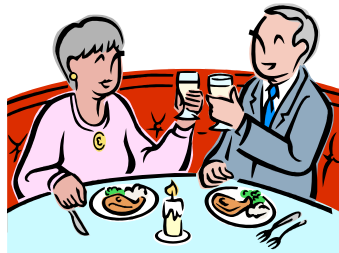
Based on the profiles outlined above, the CVB compared this information to PRIZM® profiles that are used nationwide for marketing. Below are the profiles that most closely match the Geo-Savvys/Urban Sophisticates taking into consideration the CVB’s geographic targets as well. The four PRIZM® profiles outlined below are the target markets that the CVB will focus its advertising efforts on during FY09 (as they relate to the geotourist).

—Movers & Shakers—

Demographic Profile: The Movers & Shakers consist of dual-income households with individuals between the ages of 35-54, often without children. The median household income is \$99,130. Sixty-six percent hold either a Bachelor's or Post Graduate degree. Movers & Shakers consist of slightly over 1.8 million households and are concentrated in California, Colorado, Florida, Minnesota, New York, Illinois, Ohio, Pennsylvania, Texas and Washington.

Travel Profile: Movers & Shakers are a well-traveled group that are 191% more likely than the national average to have taken a domestic vacation that included a spa in the past year and 184% more likely to have taken a ski vacation in the past year.

Lifestyle Profile:



Movers & Shakers are business-oriented and rank number one across all segments for owning a small business. Eighty-nine percent are homeowners and the majority live in the suburbs. A majority of Movers & Shakers shop on-line for a number of products including home study courses, travel, clothing and flowers. They purchase a number of luxury items and enjoy attending sports events. They also dine out more than seven times per month.

Media Profile: Movers & Shakers are well informed. They are 168% more likely than the national average to listen to "Talk" radio format and 96% more likely to listen to NPR. These households are also 99% more likely to reach the travel section of their local newspaper.

—Winner's Circle—

Demographic Profile: The Winner's Circle consists of individuals between the ages of 25-44, often with children. The median household income is \$102,213. Sixty-six percent hold either a Bachelor's or Post Graduate degree. Winner's Circle consist of slightly over 1.2 million households and are concentrated in California, Colorado, Florida, New York, Illinois, Ohio, Texas and Washington.

Travel Profile: Winner's Circle are a well-traveled group that are 185% more likely than the national average to have taken a domestic vacation that included a spa in the past year and 228% more likely to have taken a ski vacation in the past year.

Lifestyle Profile:

Winner's Circle are big spenders who like to travel, ski, eat out, shop and frequent live theatre. They lead an active outdoor lifestyle – downhill skiing, jogging, in-line skating, racquetball and tennis. Ninety-three percent own their own homes (the majority live in the suburbs) and 34% have a management, business or financial occupation.



Media Profile: Winner's Circle households are 157% more likely than the national average to listen to "News" radio format and 148% more likely to listen to "Talk" radio format. They also enjoy watching sports (tennis, golf, hockey, baseball) on TV and home improvement shows.

—Money & Brains—

Demographic Profile: The Money & Brains consist of individuals between the ages of 45-64. The median household income is \$84,506. Sixty-one percent hold either a Bachelor's or Post Graduate degree. Money & Brains consist of just under 2.3 million households and are concentrated in California, Illinois and Washington.

Travel Profile: Money & Brains are a well-traveled group that are 172% more likely than the national average to have taken a domestic vacation that included a spa in the past year and 163% more likely to take a domestic trip by railroad in the past year. They are also 157% more likely to be a member of a frequent flyer program.

Lifestyle Profile: Money & Brains are city-dwellers with 87% owning their own homes. They dine out often and shop at high-end department stores (Neiman Marcus, Saks). They are 175% more likely to contribute to NPR in the past year.

Media Profile: Money & Brains households are 359% more likely than the national average to listen to "News" radio format and 209% more likely to listen to NPR. These households are also 106% more likely to reach the travel section of their local newspaper.

—Young Digerati—

Demographic Profile: The Young Digerati consists of individuals between the ages of 25-44. The median household income is \$80,782. Sixty-three percent hold either a Bachelor's or Post Graduate degree. Young Digerati consist of just under 1.4 million households and are concentrated in California, Illinois, Minnesota, Texas and Washington.

Travel Profile: Young Digerati are a well-traveled group that are 222% more likely than the national average to take a domestic trip by railroad in the past year and 180% more likely to have taken a domestic vacation that included a spa in the past year.

Lifestyle Profile: Young Digerati are city-dwellers with 68% owning their own homes. They usually live in areas with a lot of activities (boutique shopping, casual dining, fitness clubs, bars, etc).

Media Profile: Young Digerati households enjoy entertainment and entertainment news. They are 185% more likely than the national average to listen to "Alternative Rock" radio format. They read *Entertainment Weekly* and *Rolling Stone* magazines. However, they are also well informed regarding current events. They are 165% more likely to listen to NPR and 163% more likely to listen to "News" radio format.

Primary Market – Film Production:

Production companies seeking to film the following, but not limited to, commercials, movies, television, music videos, vodcasts for the Internet and documentaries as well as companies producing print advertising and collateral materials (catalogs, etc.) and still photographers.

Secondary Market – Meetings/Conventions:

- Size— Conferences/Conventions of 500 people or less.
- Industry— Conference business to Bozeman focuses on the following industries: agriculture, construction, education, financial services/banking, government, healthcare, insurance, nonprofit, professional associations, trade associations and wholesale.

The Bozeman CVB reviewed data from the ITRR because it is the most comprehensive data available to the CVB. In addition, a handful of lodging properties in the community work with the CVB to provide information regarding meetings and conventions booked at their facilities.

Information provided by local conference facilities in Bozeman indicate meetings and convention business is generated mostly by associations and that nearly 95% of the meetings and conventions business that comes to Bozeman is from a regional market. Much of the meetings & conventions business comes from within Montana.



MARKETING STRATEGY:

While Montana has currently lost some of its market share with regard to the number of visitors that indicate “vacation” as their primary purpose (in comparison with its surrounding states), expenditures by these visitors have increased.* The Bozeman CVB strives to attract high-value, low-impact visitors (as defined by the *Montana Tourism and Recreation Strategic Plan 2008-2012*) with potential to increase their length of stay and dollars spent per day in the community. The CVB believes in continued partnerships with the State, other regions/CVBs, our sense of place partners and private businesses to leverage marketing dollars and increase consumer travel, film production and meetings and conventions. This task can be accomplished through the following projects.

*Source: *State of the Travel Industry in Montana*, ITRR 2005.

Primary Market – Consumer Travel (Domestic, International and Group Travel):

—Primary Strategies—

- Continue print and Internet advertising campaigns that target the geotourist. Continue to explore advertising opportunities with Travel Montana as it pertains to print and Internet advertising (including specific niche marketing opportunities). Explore additional marketing opportunities beyond print and Internet advertising with Travel Montana (such as the REI consumer roadshows). Also continue cooperative efforts with other regions/CVBs, our sense of place partners and private businesses.
- Continue the distribution of the Historic Walking Tour Brochure/Maps (and reprint as necessary). This series includes the Historic Main Street Walking Tour Brochure/Map, Part I (created in FY06), the Historic Homes Walking Tour Brochure/Map, Part II (created in FY07) and the Historic Cemetery Walking Tour Brochure/Map, Part III (created in FY08). These brochures are self-guided pieces with information about 20 historic buildings (Part I), 21 historic homes (Part II) and 23 historic residents (Part III). Distribution of these brochures is through the Visitor Information Center, the Chamber of Commerce, the Downtown Business Association, the Gallatin Pioneer Museum and targeted rack placement with local tourism providers in the community.

- Conduct a two-part research study (over two fiscal years) that will measure advertising campaign conversion as well as create Bozeman area visitor profiles.
- Participate in Media Tours.
- Continue to expand, update and make modifications to the Bozeman CVB website. This will include seasonal updates, new content development, and the expansion of current sections of the site as well as continued search engine optimization.
- Continue distribution of the DVD created in FY07 as a promotional tool for both domestic and international travel.
- Continue distribution of the DVD created in FY07 as a promotional tool for travel writers/ editors.
- Continue distribution of the Bozeman Brochure, created in FY04, which describes the recreational opportunities available around Bozeman as well as the main attractions throughout the community. The focus of this piece is to create a year-round appeal to Bozeman. Distribution of this brochure is through the Visitor Information Center, the Chamber of Commerce, Gallatin County Airport, the Montana Department of Transportation Rest Area and targeted rack placement with local tourism providers in the community.
- Continue to inform visitors arriving in Bozeman via airline about the area with Seasonal Airport Information Panels. These panels (created in FY04 and FY05) welcome visitors to the community as well as serve as outlets for the distribution of the Bozeman Visitors Guide and Bozeman Brochure.

—Secondary Strategies—

- Continue to support and staff the Visitor Information Center as well as the Chamber office.
- Continue to stock the brochure display case, created in FY05, for the Montana Department of Transportation at the 19th Street Exit Rest Area and the Yellowstone Country Kiosk at the Bozeman Chamber of Commerce.
- Contract with M.A.R.S. Stout to answer all phone and e-mail inquiries received through the Bozeman CVB 800 number and visitbozeman.org. By working with M.A.R.S. Stout, we are able to provide information to our potential visitors through customized software pertaining to our area.
- Fulfill consumer requests with a Bozeman Visitor Guide.

Primary Market – Film Production:

—Primary Strategies—

- Continue attendance at the Sundance Film Festival and host an event in conjunction with the Montana Film Office.

—Secondary Strategies—

- Encourage local businesses to submit information to the Montana Film Office for inclusion within the Film Production Guide and on the website (montanafilm.com).

- Act as liaison between the production company and the community. This could include assistance with location scouting to providing information on office space and equipment rental.

Secondary Market – Meetings/Conventions:

—Primary Strategies—

- Expand and enhance the “Plan a Meeting” section on visitbozeman.org.
- Continue distribution of the DVD created in FY07 as a promotion tool for meetings and convention.

—Secondary Strategies—

- Act as a liaison between conference planners and the Bozeman community by assisting with lodging information, transportation, equipment rental, etc.
- Represent the CVB during the conference by establishing a presence (setting up the CVB tradeshow booth). Provide information to attendees about events/activities taking place while they are in the area.

The following page details the annual budget overview for FY09.



ANNUAL BUDGET OVERVIEW:

Project Description	Project Budget	Total Budget
<i>Marketing Support</i>		\$27,200
Administration (max 20%)	\$24,200	
Opportunity Marketing (max 10%)	\$1,000	
TAC Meetings	\$1,000	
Joint Ventures	\$1,000	
<i>Advertising</i>		\$26,648
Consumer Advertising	\$22,133	
Film Industry Advertising	\$4,515	
<i>Electronic Marketing</i>		\$25,143
Website Maintenance/Upgrades	\$25,143	
<i>Marketing Plan Development FY10</i>	\$2,100	\$2,100
<i>Media Tours</i>	\$1,000	\$1,000
<i>Publications</i>		\$4,741
Bozeman Historic Walking Tour Brochure/Map Reprint, Part I, II or III	\$4,741	
<i>Research Conversion Study</i>	\$27,792	\$27,792
<i>Tradeshows</i>		\$7,500
Sundance Film Festival	\$7,000	
Other	\$500	
<i>Telemarketing/Fulfillment</i>		\$11,500
800 Line	\$300	
Postage/FEDEX/UPS	\$4,500	
Fulfillment by Contractor/Call Center	\$6,700	
TOTAL BUDGET REQUESTED	\$133,624	\$133,624
FY09 projected revenue (95%)	\$121,000	
FY08 Uncommitted Funds/Rollover Funds	\$12,624	

10% decrease in budget: We would decrease funds in Administration, Opportunity Marketing, Joint Ventures, Consumer Advertising, Film Industry Advertising, Website Maintenance/Upgrades, Research Study, Media Tours, Bozeman Historic Walking Tour Brochure/Maps and Tradeshows. (Approx. \$12,100)



PROJECT APPLICATIONS AND BUDGETS:

ORGANIZATION NAME: Bozeman Convention and Visitor Bureau
PROJECT NAME: Consumer Advertising
APPLICATION COMPLETED BY: Cynthia Andrus

☒ Final
☐ Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

In FY08, the Bozeman Convention and Visitor Bureau advertised to consumer travelers through various print advertising efforts, including:

- A 1/2-page, four-color ad in the Montana Travel Planner
- A full-page, four-color ad in the Montana Winter Guide
- Five joint venture opportunities with Travel Montana
 - *Audubon*
 - *Montana Spring Getaway Guide*
 - *National Geographic Traveler*
 - *Northwest World Traveler*
 - *Sunset*

In addition, in FY08 the CVB participated in an on-line campaign that included:

- allaspern.com
- allglacier.com
- allredlodge.com
- aroundyellowstone.com
- bigskymontanenet.com
- jacksonholenet.com
- jacksonholewy.com
- jacksonhole-skiing.com
- newestnet.com
- onthesnow.com
- westyellowstonenet.com
- yellowstonewinterguide.com

As well as six joint venture on-line opportunities with Travel Montana:



- nationalgeographic.com Video Pre-roll
- onthesnow.com Email Blast
- skinet.com Video Pre-roll
- tripadvisor.com
- yellowstonepark.com Email Blast



Overall results for FY08 can be found in the narrative section. Detailed results can be found in the completion reports. Our broader objectives (as outlined in the FY09 narrative) are listed on the below.

For FY09 the Bozeman CVB would like to continue print advertising in the following publications:

- Montana Travel Planner – ½-page, four-color ad
- Montana Winter Guide – full-page, four-color ad
- Joint Venture Opportunities – TBD

As well as continuing its on-line campaign that includes but is not limited to:

- Paid keyword searches on search engines
- Sponsorship of relevant editorial/advertorial content on travel-oriented or lifestyle websites
- Banner ad placement on travel-oriented or lifestyle websites that reach the CVB markets
- Joint Venture Opportunities – TBD

Advertising efforts will also be made this year to support the addition of Frontier Airlines to the Bozeman community.

Goals:

1. To attract both in-state and out-of-state travelers to Bozeman.
2. To promote year-round visitation.
3. To build branding awareness of Bozeman as southwest Montana's premiere destination.
4. To work to promote Bozeman as one of Montana's premier vacation destinations through CVB efforts alone and/or in partnership with the state, other regions/CVBs and private business in an effort to leverage funds.

Objectives:

1. Increase year-round visitation to Bozeman as measured by a 10% increase in bed tax collections.
2. Increase bed tax collections in the shoulder seasons by 8%.
3. Increase the total amount of revenue brought into the Bozeman Community by 10%.
4. Increase the number of inquiries (via telephone, Internet guestbook, email or traditional mail) that are directly attributable to the CVB's Consumer Advertising campaign by 4%.
5. Increase the number of user sessions on the website by 5%.

Identify the portions of your marketing plan that support this project.

Consumer advertising will encourage potential visitors to contact the Bozeman CVB for additional tourism information.

1. Increase four-season tourism revenue in Bozeman by specifically targeting the geotourist that appreciates the current products and services that Bozeman offers. This marketing effort focuses on high-value, low-impact visitors (as defined by the *Montana Tourism and Recreation Strategic Plan 2008-2012*).
2. Inform visitors/tour operators about Bozeman's proximity to Yellowstone National Park and using Bozeman as their "home base" while planning day trips into the park and other points of interest around the area.
3. Build and maintain a consistent image of Bozeman as southwest Montana's premiere destination through all its marketing efforts. This includes the implementation of the tourism industry's new Montana brand strategy and how it applies to cooperative efforts with other regions, CVBs and private businesses.

Does this project support the Strategic Plan? Yes

A 1.1 Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track/report results.

“Coordinate highly effective promotion efforts among state, regional, local and private partners to maximize reach to specific target and niche markets...” This will be accomplished particularly through:

- 1.1.a Expand public-private marketing partnerships with tourism businesses and attractions
- 1.1.b. Continue winter marketing (Page 49)
- 1.1.d Continue marketing to international visitors
- 1.1.e Enhance tracking and reporting of results and return on investment (ROI) from state, regional and CVB advertising efforts (Page 50)

A 1.3 Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.

“By partners working together to plan strategically and leverage resources, Montana can maximize its effectiveness.” (Page 52)

A 7.1 Increase air service capacity to and from Montana cities. (Page 68)

Detail pages attached Yes

Budget page must be attached for approval.

PRINT ADVERTISING

Publication: <u>Montana Travel Planner</u>	Issue: <u>Yearly Publication</u>
Publication: <u>Montana Winter Guide</u>	Issue: <u>Yearly Publication</u>

POTENTIAL PRINT AND INTERNET OPTIONS:

- *AARP Magazine*
- aarp.org
- accuweather.com
- *Alaska/Horizon Magazine*
- allaspen.com
- allglacier.com
- allredlodge.com
- American Photo
- aroundyellowstone.com
- Audubon
- Away Network
- *Backpacker*
- Better Homes & Gardens
- bigskymontanenet.com
- Budget Travel
- budgettravel.com
- familytravelforum.com
- fodors.com
- freeski.com
- Frontier Airlines In-flight magazine, in-flight video and booking website
- *Good Housekeeping*

- google.com
- gordonsguide.com
- goski.com
- *History Channel Mag*
- jacksonholen.net.com
- jacksonholewy.com
- jacksonhole-skiing.com
- Kanoodle.com
- *Madden Pre-print Insert*
- *National Geo Adventure*
- *National Geo Traveler*
- nationalgeographic.com
- newestnet.com
- Northwest WorldTraveler
- onthesnow.com
- *Outside*
- *Outside: Go*
- Popular Photography
- rsn.com
- skinet.com
- *Smithsonian*
- smithsonian.com
- *Sunset*
- *Trailer Life*
- *Travel and Leisure*
- travelandleisure.com
- tripadvisor.com
- Vibrant Media
- wildernet.com
- westyellowstonen.net.com
- Yahoo.com
- yellowstonewinterguide.com
- Yes Mail Direct Email
- 99 Things to Do in Yellowstone

FY09: Consumer Advertising Budget

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Creative Services	\$3,200	+	\$0	=	\$3,200
Concept Development		+	\$0	=	\$0
Copywriting		+	\$0	=	\$0
Art Director		+	\$0	=	\$0
Design/Layout/Prepress		+	\$0	=	\$0
Project Management	\$1,000	+	\$0	=	\$1,000
TOTAL	\$4,200		\$0		\$4,200

MARKETING/ADVERTISING:					
<i>Montana Travel Planner</i>	\$3,150	+	\$0	=	\$3,150
<i>Montana Winter Guide</i>	\$1,150	+	\$0	=	\$1,150
Other Media Options	\$11,755	+	\$0	=	\$11,755
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$16,055		\$0		\$16,055

TRAVEL:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

OTHER:					
Matchprint/Shipping	\$150	+	\$0	=	\$150
Purchase Photos/Video Footage	\$1,728	+	\$0	=	\$1,728
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$1,878		\$0		\$1,878

REGION/CVB PROJECT TOTAL	\$22,133	+	\$0	=	\$22,133
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ORGANIZATION NAME: Bozeman Convention and Visitor Bureau

PROJECT NAME: Film Industry Advertising

APPLICATION COMPLETED BY: Cynthia Andrus

☒ Final
☐ Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

"On-location filmmakers have been coming to Montana for over 100 years, taking pictures, leaving money. Montana was a very popular location for filmmakers throughout the 70s, 80s and 90s. In the late 90s Canada and other foreign countries began offering financial incentives to film the same projects just over the border. Montana began losing film projects, and the positive economic impact that went with them".*

In 2005 the "Big Sky on the Big Screen" act was signed into law. It was amended in 2007 to provide additional dollar incentives to filmmakers. With no sales tax, a 9% return on hired Montana labor and a 14% return on qualified expenditures, Montana will be able to continue to enhance its potential as a film location.

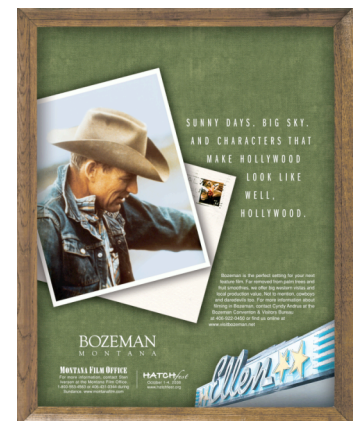
In an effort to continue supporting this film incentive and support our marketing goals in promoting public/private partnerships, we would like to partner with the Montana Film Office in placing an ad in the 2009 Sundance Film Festival Catalog. The ad will be a full-page, full-color ad promoting Bozeman. Last year Bozeman was the location for three feature films as well as many TV commercials and other projects. These projects were filmed in Bozeman, in part, because Bozeman has the largest freelance crew base in the state and the largest inventory of filmmaking equipment. That, coupled with beautiful scenery and film friendly city officials, makes Bozeman a perfect film production destination and a perfect fit for the Sundance Catalog.

The Sundance Film Festival Catalog is the take-home festival souvenir, memorializing the film and director information. Other film festivals, film distributors and libraries, across the United States, also use it as the primary reference piece for the current year's work in independent film. The 2008 Film Festival attracted over 50,000 visitors from around the world. The catalog has the longest shelf life of any festival publication.

This piece is distributed to all Festival Pass holders, filmmakers, press, publicists, sponsors, VIP's and volunteers. In addition, the catalog is sold year-round in the Festival's retail outlets. The distribution of the catalog is 8,500 copies.

Overall results for FY08 can be found in the narrative section. Detailed results can be found in the completion reports. Our broader objectives (as outlined in the FY09 narrative) are listed on the following page.

*Source: *Big Sky on the Big Screen Act*, Montana Film Office 2005.



Goals:

1. To promote Bozeman as a premier motion picture filming destination in Southwest Montana.
2. To work to promote Bozeman as one of Montana's premier filming locations through CVB efforts alone and/or in partnership with the state, other regions/CVBs and private business in an effort to leverage funds.

Objectives:

1. Increase the amount of revenue brought into the Bozeman community through film production by 15% over the previous year.
2. Meet with a minimum of 75 directors/producers at the Sundance Film Festival.

Identify the portions of your marketing plan that support this project.

1. Educate production companies about the state's film incentive opportunities and the variety of locations available for filming in the Bozeman area.
2. Inform production companies about the variety of services in the Bozeman community available for film production.
3. Educate production companies about the role the CVB can play working as a liaison between the production company and the community.

Does this project support the Strategic Plan? Yes

A 1.2 Promote Montana to targeted groups and events, emphasizing off-peak season.

1.2.c Continue to promote Montana as a film location (Page 51)

Detail pages attached Yes

Budget page must be attached for approval.

PRINT ADVERTISING

Publication: Sundance Film Festival Catalog Issue: November 2008

FY09 Project: Film Industry Advertising Budget

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Creative Services	\$270	+	\$0	=	\$270
Concept Development		+	\$0	=	\$0
Copywriting		+	\$0	=	\$0
Art Director		+	\$0	=	\$0
Design/Layout/Prepress		+	\$0	=	\$0
Project Management	\$180	+	\$0	=	\$180
TOTAL	\$450		\$0		\$450
MARKETING/ADVERTISING:					
Sundance Film Festival Catalog	\$4,000	+	\$0	=	\$4,000
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$4,000		\$0		\$4,000
TRAVEL:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0
OTHER:					
Matchprint/Shipping	\$65	+	\$0	=	\$65
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$65		\$0		\$65
REGION/CVB PROJECT TOTAL					
	\$4,515	+	\$0	=	\$4,515

ORGANIZATION NAME: Bozeman Convention and Visitor Bureau

PROJECT NAME: Website Maintenance/Upgrades

APPLICATION COMPLETED BY: Cynthia Andrus

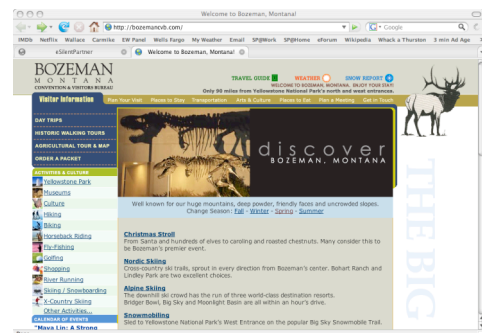
 X Final
 Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The Internet continues to be a main source of information for people who are planning to travel. Therefore, updating the site with current information, seasonal changes, new photography and additional components is necessary to keep people returning to the site.

Overall results for FY08 can be found in the narrative section. Detailed results can be found in the completion reports. Our broader objectives (as outlined in the FY09 narrative) are listed below.

In FY09, the CVB plans to make additional improvements to the CVB website that include but are not limited to the incorporation of XML feeds and a revamp of the Meetings and Convention section of the site.



Goals:

1. To keep the Bozeman CVB Internet site current and updated with new information and improvements.
2. To gather data from the visitor website usage and utilize this information to enhance and create features on the website.
3. Increase four-season tourism revenue in Bozeman by specifically targeting the geotourist that appreciates the current products and services that Bozeman offers. This marketing effort focuses on high-value, low-impact visitors (as defined by the *Montana Tourism and Recreation Strategic Plan 2008-2012*).

Objectives:

1. Increase year-round visitation to Bozeman as measured by a 10% increase in bed tax collections.
2. Increase bed tax collections in the shoulder seasons by 8%.
3. Increase the total amount of revenue brought into the Bozeman Community by 10%.
4. Increase the number of user sessions on the website by 5%.
5. Increase the number of people who signed the guestbook on the website by 2%.
6. Increase the average length per user session on the website by one minute.

Identify the portions of your marketing plan that support this project.

Maintaining and improving the Internet site will:

1. Increase four-season tourism revenue in Bozeman by specifically targeting the geotourist that appreciates the current products and services that Bozeman offers. This marketing effort focuses

on high-value, low-impact visitors (as defined by the *Montana Tourism and Recreation Strategic Plan 2008-2012*).

2. Inform visitors/tour operators about Bozeman's proximity to Yellowstone National Park and using Bozeman as their "home base" while planning day trips into the park and other points of interest around the area.
3. Build and maintain a consistent image of Bozeman as southwest Montana's premiere destination through all its marketing efforts. This includes the implementation of the tourism industry's new Montana brand strategy and how it applies to cooperative efforts with other regions, CVBs and private businesses.
4. Promote awareness of Bozeman as a meeting and convention destination for 500 people or less in southwest Montana.
5. Educate planners about Bozeman's amenities including cultural and recreational opportunities as well as dining and shopping.

Does this project support the Strategic Plan? Yes

Some portions of this project do not support the strategic plan directly (i.e. search engine optimization). However driving people to the Bozeman website does support the strategic plan.

A 1.1 Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track/report results.

"Coordinate highly effective promotion efforts among state, regional, local and private partners to maximize reach to specific target and niche markets..." This will be accomplished particularly through:

- 1.1.a Expand public-private marketing partnerships with tourism businesses and attractions
- 1.1.b. Continue winter marketing (Page 49)
- 1.1.d Continue marketing to international visitors
- 1.1.e Enhance tracking and reporting of results and return on investment (ROI) from state, regional and CVB advertising efforts (Page 50)

A 1.2 Promote Montana to targeted groups and events, emphasizing off-peak season.

A 1.4 Improve Montana's Visitor Information System to extend visitor stays and spending.

"...other components of a comprehensive visitor information system are needed such as free wi-fi, podcasts, RSS feeds, video downloads, etc." (Page 53)

- 1.4.d Use technology to enhance Montana visitor information and marketing efforts
- 1.4.e Expand displays of Montana destinations and products (Page 55)

A 4.1 Promote Montana's existing historic and culture assets for the enjoyment of residents and visitors. (Page 59)

Detail pages attached Yes

Budget page must be attached for approval.

FY09 Project: Website Maintenance/Upgrades Budget

	State Tourism Funds			Other Funds		Total
PROFESSIONAL SERVICES:						
Website Maintenance/Upgrades	\$23,000	+	\$0	=	\$23,000	
	\$0	+	\$0	=	\$0	
	\$0	+	\$0	=	\$0	
	\$0	+	\$0	=	\$0	
	\$0	+	\$0	=	\$0	
	\$0	+	\$0	=	\$0	
	\$0	+	\$0	=	\$0	
TOTAL	\$23,000		\$0		\$23,000	

MARKETING/ADVERTISING:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

TRAVEL:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

OTHER:					
Photography	\$2,143	+	\$0	=	\$2,143
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$2,143		\$0		\$2,143

REGION/CVB PROJECT TOTAL	\$25,143	+	\$0	=	\$25,143
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ORGANIZATION NAME: Bozeman Convention and Visitor Bureau

PROJECT NAME: Marketing Plan Development FY10

APPLICATION COMPLETED BY: Cynthia Andrus

<input checked="checked" type="checkbox"/> Final
<input type="checkbox"/> Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The Marketing Plan defines the goals and objectives of the Bozeman Convention and Visitor Bureau for the next fiscal year. This project is a partnership with Mercury Advertising who provides marketing support in the following areas:

1. Analysis of the previous year's plan (project evaluation, demographics and geographic analysis).
2. Attendance at monthly CVB meetings, the Strategic Planning sessions and the yearly statewide marketing retreat to provide feedback and gather input from the CVBs, regions and Travel Montana.
3. Writing and developing of the current marketing plan in conjunction with the CVB Director.

Overall results for FY08 can be found in the narrative section. Detailed results can be found in the completion reports. Our broader objectives (as outlined in the FY09 narrative) are listed below.

Goals:

1. To create and fulfill the marketing plan of the Bozeman Convention and Visitor Bureau.
2. To get the best return on investment in developing the marketing plan.

Objectives:

The projects outlined in the marketing plan are all designed to reach the objectives for our three segments:

Consumer Travel (Domestic, International and Group Travel):

1. Increase year-round visitation to Bozeman as measured by an 10% increase in bed tax collections.
2. Increase bed tax collections in the shoulder seasons by 8%.
3. Increase the total amount of revenue brought into the Bozeman Community by 10%.
4. Increase the number of inquiries (via telephone, Internet guestbook, email or traditional mail) that are directly attributable to the CVB's Consumer Advertising campaign by 4%.
5. Increase the number of user sessions on the website by 5%.
6. Increase the number of people who signed the guestbook on the website by 5%.
7. Increase the average length per user session on the website by one minute.
8. Assist Travel Montana with at least one media tour per fiscal year that will showcase Bozeman and the surrounding area and generate a variety of story ideas.

Film Production:

1. Increase the amount of revenue brought into the Bozeman community through film production by 15% over the previous year.
2. Meet with a minimum of 75 directors/producers at the Sundance Film Festival.

Meetings/Conventions:

1. Evaluate the new functionality of the Meetings & Convention website and measure user sessions to this section of the site as a benchmark for future fiscal years.
2. Have the Tourism Business Improvement District (TBID) operating in the Bozeman area by May 2009.

Identify the portions of your marketing plan that support this project.

All areas of the marketing plan are supported by this project.

Does this project support the Strategic Plan? Yes

- A 1.1 Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track/report results.**
- A 1.2 Promote Montana to targeted groups and events, emphasizing off-peak season.**
- A 1.3 Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.**
- A 4.1 Promote Montana's existing historic and culture assets for the enjoyment of residents and visitors.**
- A 5.1 Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets.**
- A 7.1 Increase air service capacity to and from Montana cities.**
- A 9.1 Seek increases in state funding sources for targeted tourism marketing, and for tourism and recreation-related programs and facilities.**
- A 9.3 Enhance funding for region and CVB marketing efforts.**
- G 10 Build an effective "team" to implement the Strategic Plan, and report results (and all of the Actions associated with this goal).**

Detail pages attached Yes

Budget page must be attached for approval.

FY09 Project: Marketing Plan Development FY10 Budget

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Project Management	\$2,100	+	\$0	=	\$2,100
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$2,100		\$0		\$2,100
MARKETING/ADVERTISING:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0
TRAVEL:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0
OTHER:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

ORGANIZATION NAME: Bozeman Convention and Visitor Bureau

PROJECT NAME: Media Tours

APPLICATION COMPLETED BY: Cynthia Andrus

____ Final

__X__ Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Each year the Bozeman Convention and Visitor Bureau sets aside money to assist in media tours. This assistance is usually through providing funding to help with transportation, lodging, meals and area attractions. The CVB also assists by acting as a liaison between the tours and the local area businesses. The CVB will continue to work in conjunction with Travel Montana on media tours scheduled in the area.

Overall results for FY08 can be found in the narrative section. Detailed results can be found in the completion reports. Our broader objectives (as outlined in the FY09 narrative) are listed below.

Goals:

1. To have media writers/editors and film producers/directors/scouts visit Bozeman.
2. To work to promote Bozeman as one of Montana's premier vacation destinations through CVB efforts alone and/or in partnership with the state, other regions/CVBs and private business in an effort to leverage funds.

Objectives:

1. Increase year-round visitation to Bozeman as measured by a 10% increase in bed tax collections.
2. Increase bed tax collections in the shoulder seasons by 8%.
3. Increase the total amount of revenue brought into the Bozeman Community by 10%.
4. Assist Travel Montana with at least one media tour per fiscal year that will showcase Bozeman and the surrounding area and generate a variety of story ideas.

Identify the portions of your marketing plan that support this project.

Many of Bozeman's goals in the marketing plan are met with this project.

1. Increase four-season tourism revenue in Bozeman by specifically targeting the geotourist that appreciates the current products and services that Bozeman offers. This marketing effort focuses on high-value, low-impact visitors (as defined by the *Montana Tourism and Recreation Strategic Plan 2008-2012*).
2. Inform visitors/tour operators about Bozeman's proximity to Yellowstone National Park and using Bozeman as their "home base" while planning day trips into the park and other points of interest around the area.
3. Build and maintain a consistent image of Bozeman as southwest Montana's premiere destination through all its marketing efforts. This includes the implementation of the tourism industry's new Montana brand strategy and how it applies to cooperative efforts with other regions, CVBs and private businesses.

Does this project support the Strategic Plan? Yes

Media exposure about Montana has the potential to bring more visitors to our state, thus increasing the bed tax revenues. Depending on the media tour, content may highlight areas or events that visitors may otherwise not know about, enticing them to visit Montana. Highlighting and promoting these activities support the strategic plan.

Detail pages attached Yes

Budget page must be attached for approval.

FY09 Project: Media Tours Budget

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

MARKETING/ADVERTISING:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

TRAVEL:					
Media Tours	\$1,000	+	\$0	=	\$1,000
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$1,000		\$0		\$1,000

OTHER:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

REGION/CVB PROJECT TOTAL	\$1,000	+	\$0	=	\$1,000
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ORGANIZATION NAME: Bozeman Convention and Visitor Bureau

PROJECT NAME: Bozeman Historic Walking Tour Brochure/
Map Reprint, Part I, II or III

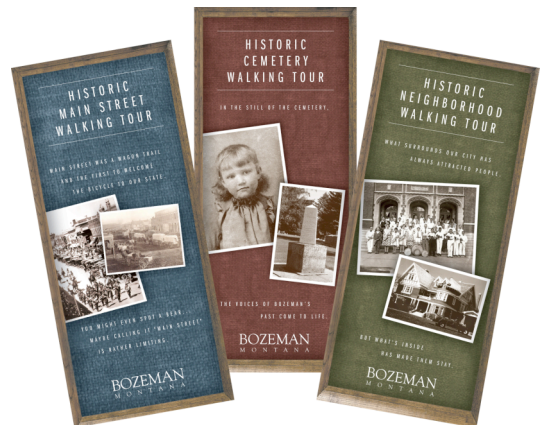
 X Final
 Preliminary

APPLICATION COMPLETED BY: Cynthia Andrus

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The Bozeman CVB has now completed a three-part series regarding Historic Walking Tours that highlight three historic districts in Bozeman. The first brochure (FY06) focuses on the historic **downtown** main street area of Bozeman, highlighting the historic architecture of 20 buildings and downtown Bozeman history. Each building has a window static identifying it as part of this self-guided tour.

Phase Two (FY07) highlights the historic **neighborhoods** of Bozeman including portions of the South Tracy/South Black Historic District and the Bon Ton Historic District. It includes 21 historic homes with information about their architecture and original inhabitants of the homes.



Phase Three completed in FY08 focuses on the historic Sunset Hills **cemetery** tour. The tour highlights 23 burial sites of local Bozeman historical figures. There is a special section in the brochure addressing proper cemetery etiquette. The cemetery tour not only focuses on Bozeman's most prominent citizens, but also a broad cross section of those average citizens and infamous characters that defined our community's historic developments – it's sense of place.

This series is a partnership between the Bozeman Historic Preservation Advisory Board (historic copy for the historic figures buried at the cemetery), Pioneer Museum (research) and the Bozeman Convention and Visitor Bureau (funding).

The brochures are rack card size, but unfold on the inside, accordion style, showing the map. We are asking to reprint one piece within the series based on remaining quantity sometime within the next fiscal year.

Goals:

1. To provide visitors with an additional activity to do in Bozeman to prolong their stay.
2. To work to promote Bozeman as one of Montana's premier vacation destinations through CVB efforts alone and/or in partnership with the state, other regions/CVBs and private business in an effort to leverage funds.
3. Increase four-season tourism revenue in Bozeman by specifically targeting the geotourist that appreciates the current products and services that Bozeman offers. This marketing effort focuses on high-value, low-impact visitors (as defined by the *Montana Tourism and Recreation Strategic Plan 2008-2012*).

Objectives:

1. Increase year-round visitation to Bozeman as measured by a 10% increase in bed tax collections.
2. Increase bed tax collections in the shoulder seasons by 8%.
3. Increase the total amount of revenue brought into the Bozeman Community by 10%.

Identify the portions of your marketing plan that support this project.

This project is supported by the following elements in the Bozeman CVB marketing plan:

1. Educate visitors about the cultural heritage of Bozeman.
2. Build and maintain a consistent image of Bozeman as southwest Montana's premiere destination through all marketing efforts.
3. Increase four-season tourism revenue in Bozeman by specifically targeting the geotourist that appreciates the current products and services that Bozeman offers. This marketing effort focuses on high-value, low-impact visitors (as defined by the *Montana Tourism and Recreation Strategic Plan 2008-2012*).
4. Target a segment of our demographic market that is interested in learning and attending cultural activities.
5. Enhance awareness and support for tourism and recreation among Bozeman citizens and elected officials, including obtaining additional funding to support sustainable tourism.

Does this project support the Strategic Plan? Yes

A 1.3 Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.

"By partners working together to plan strategically and leverage resources, Montana can maximize its effectiveness." (Page 52)

1.3.d Create cooperative marketing campaigns between agriculture and tourism
(Page 53)

**A 1.4 Improve Montana's Visitor Information System to extend visitor stays and spending.
(Page 53)**

A 3.1 Educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. (Page 57)

A 5.1 Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets.

Detail pages attached Yes

Budget page must be attached for approval.

PRINTED MATERIALS

Publication: Bozeman Historic Walking Tour Brochure/Map Reprint

Quantity: 2,500 Color: 4-Color Paper Stock: 80# text

Of Pages or Folds: 3 folds Size: 16x9 flat; 4x9 folded

Ad Sales (Yes or No): No Percentage: NA

Distribution Plan (areas & method) Distribution at the Bozeman Area Chamber of Commerce and Visitor Center, Pioneer Museum, Downtown Bozeman Visitor Center and rack placement with local area tourism providers in the community as requested.

FY09 Project: Historic Walking Tour Brochure/Map Reprint, Part I, II or III

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Creative Services	\$450	+	\$0	=	\$450
Concept Development		+	\$0	=	\$0
Copywriting		+	\$0	=	\$0
Art Director		+	\$0	=	\$0
Design/Layout/Prepress		+	\$0	=	\$0
Project Management	\$270	+	\$0	=	\$270
TOTAL	\$720		\$0		\$720

MARKETING/ADVERTISING:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

TRAVEL:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

OTHER:					
Printing and Shipping	\$4,021	+	\$0	=	\$4,021
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$4,021		\$0		\$4,021

REGION/CVB PROJECT TOTAL	\$4,741	+	\$0	=	\$4,741
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ORGANIZATION NAME: Bozeman Convention and Visitor Bureau

PROJECT NAME: Conversion Research Study

APPLICATION COMPLETED BY: Cynthia Andrus

<input checked="checked" type="checkbox"/> Final
<input type="checkbox"/> Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The Bozeman Convention and Visitor Bureau would like to build a visitor profile based on a multi-year research project. The purpose of this study is to use this visitor profile to better refine its future marketing efforts. In Phase One (to be completed in FY09), the CVB would like to conduct a conversion study.

This study will be conducted from the leads collected between January 1, 2006-December 31, 2007. The study would begin in July to be completed by early September. The data collected would cover:

- Planning Process – Was information requested and received? How was it used?
- Visitation to Bozeman or Intent to Visit – When did they travel? What was the reason for visiting and/or not visiting? What is the competitive destination set?
- Trip Specifics – What was the duration of trip? Mode of transportation? Travel party composition? Accommodations used? Activity participation? Expenditures?
- Trip Satisfaction – Satisfied and/or dissatisfaction? Likelihood of returning to Bozeman?
- Demographics – Marital Status? Education? Family composition? Income? Gender?
- Return on Investment

Phase Two (to be completed in FY10) would profile visitors while in Bozeman. This allows the CVB to get a picture of who visits but may or may not have contacted the CVB through advertising. More information on phase two will be outlined in next year's marketing plan.

Goals:

1. To develop a visitor profile that the CVB will use in its future marketing plans.

Objectives:

The objectives of this study are to:

1. Measure the overall impact of Bozeman's marketing with regard to visitor conversion and economic impact.
2. Assess each medium and messages relative to creating interest in Bozeman and stimulating visitation.
3. Explore visitors' trip specifics, e.g., activities chosen, duration of trip, accommodations used and travel party composition for future marketing messages.
4. Identify population segments currently visiting Bozeman and how best to target like segments through media buying.
5. Define the geographic, psychographic and demographic profile of Bozeman visitors.
6. Provide conclusions and recommendations relative to the effectiveness of Bozeman's marketing in converting visitors to the area.

Identify the portions of your marketing plan that support this project.

Further defining the visitor profile and the best media mix to reach this audience will allow the CVB to:

1. Increase four-season tourism revenue in Bozeman by specifically targeting the geotourist that appreciates the current products and services that Bozeman offers. This marketing effort focuses on high-value, low-impact visitors (as defined by the *Montana Tourism and Recreation Strategic Plan 2008-2012*).
2. Inform visitors/tour operators about Bozeman's proximity to Yellowstone National Park and using Bozeman as their "home base" while planning day trips into the park and other points of interest around the area.
3. Build and maintain a consistent image of Bozeman as southwest Montana's premiere destination through all its marketing efforts. This includes the implementation of the tourism industry's new Montana brand strategy and how it applies to cooperative efforts with other regions, CVBs and private businesses.

Does this project support the Strategic Plan? Yes

A 1.1 Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track/report results.

"Coordinate highly effective promotion efforts among state, regional, local and private partners to maximize reach to specific target and niche markets..." This will be accomplished particularly through:

- 1.1.e Enhance tracking and reporting of results and return on investment (ROI) from state, regional and CVB advertising efforts (Page 50)

Detail pages attached Yes

Budget page must be attached for approval.

FY09 Project: Research Study Budget

	State Tourism Funds			Other Funds		Total
PROFESSIONAL SERVICES:						
Project Management	\$650	+		\$0	=	\$650
	\$0	+		\$0	=	\$0
	\$0	+		\$0	=	\$0
	\$0	+		\$0	=	\$0
	\$0	+		\$0	=	\$0
	\$0	+		\$0	=	\$0
	\$0	+		\$0	=	\$0
TOTAL	\$650			\$0		\$650

MARKETING/ADVERTISING:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

TRAVEL:					
		+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

OTHER:					
Research Company	\$27,142	+	\$0	=	\$27,142
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$27,142		\$0		\$27,142

REGION/CVB PROJECT TOTAL	\$27,792	+	\$0	=	\$27,792
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ORGANIZATION NAME: Bozeman Convention & Visitor Bureau

PROJECT NAME: Tradeshow

APPLICATION COMPLETED BY: Cynthia Andrus

<input checked="" type="checkbox"/> Final (Sundance Film Festival) <input checked="" type="checkbox"/> Preliminary (Other)
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Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

In FY08 the Bozeman Convention and Visitor Bureau, in partnership with the Montana Film Office and filmthewest.com attended the Sundance Film Festival in Park City, Utah. Together the Bozeman CVB and the Montana Film Office worked with the festival organizers to promote a special event at the Festival. The festival distributed 500 invitations directly to filmmakers, producers and actors. The reception took place on Thursday, January 24, 2007 at the Phoenix Gallery on Main Street in downtown Park City and was attended by 125 people. The event was a collaboration of the film offices of Montana, Wyoming and Idaho along with the CVB. This event also complimented our efforts (full page ad with the Montana Film Office) in the Sundance Film Festival Catalog.

In addition to the reception we participated in two filmmaker programs. The first was a program to co-host the Incentive Office. Only states with incentive programs were allowed to host this office, informing directors/producers of their state incentive program. We were one of nine states (California, Florida, Illinois, Louisiana, Montana, New Mexico, Oklahoma, Oregon and Washington) to offer incentive programs.

The other program at the Sundance Film Festival in FY08 was the Sundance Filmmakers Lodge. This was an opportunity for non-profit organizations to educate attending filmmakers about their organization/ state, etc.

As we continue to promote Bozeman as a premier motion picture filming destination in Southwest Montana, the Bozeman CVB is requesting funding to attend the Sundance Film Festival in FY09.

Additional monies in this category will be used to attend other tradeshow that focus on our market segments (consumer, film industry, meetings & conventions) as the opportunities arise. Full details regarding these shows will be submitted to the Tourism Advisory Council for final approval.

Overall results for FY08 can be found in the narrative section. Detailed results can be found in the completion reports. Our broader objectives (as outlined in the FY09 narrative) are listed on the following page.

Goals:

1. To promote Bozeman as a premier motion picture filming destination in Southwest Montana.
2. To work to promote Bozeman as one of Montana's premier vacation destinations and/or as a viable filming location through CVB efforts alone and/or in partnership with the state, other regions/CVBs and private business in an effort to leverage funds.
3. Promote awareness of Bozeman as a meeting and convention destination for 500 people or less in southwest Montana and/or promote awareness of Bozeman as a consumer vacation destination (either to the domestic or international market).

Objectives:

1. Increase the amount of revenue brought into the Bozeman community through film production by 15% over the previous year.
2. Meet with a minimum of 75 directors/producers at the Sundance Film Festival.
3. Increase year-round visitation to Bozeman as measured by a 10% increase in bed tax collections.
4. Increase bed tax collections in the shoulder seasons by 8%.
5. Increase the total amount of revenue brought into the Bozeman Community by 10%.

Identify the portions of your marketing plan that support this project.

1. Increase four-season tourism revenue in Bozeman by specifically targeting the geotourist that appreciates the current products and services that Bozeman offers. This marketing effort focuses on high-value, low-impact visitors (as defined by the *Montana Tourism and Recreation Strategic Plan 2008-2012*).
2. Inform visitors/tour operators about Bozeman's proximity to Yellowstone National Park and using Bozeman as their "home base" while planning day trips into the park and other points of interest around the area.
3. Build and maintain a consistent image of Bozeman as southwest Montana's premiere destination through all its marketing efforts. This includes the implementation of the tourism industry's new Montana brand strategy and how it applies to cooperative efforts with other regions, CVBs and private businesses.
4. Educate production companies about the state's film incentive opportunities and the variety of locations available for filming in the Bozeman area.
5. Inform production companies about the variety of services in the Bozeman community available for film production.
6. Educate production companies about the role the CVB can play working as a liaison between the production company and the community.
7. Promote awareness of Bozeman as a meeting and convention destination for 500 people or less in southwest Montana.
8. Educate planners about Bozeman's amenities including its cultural, recreational and technological opportunities as well as dining and shopping.

Does this project support the Strategic Plan? Yes

A 1.1 Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track/report results.

"Coordinate highly effective promotion efforts among state, regional, local and private partners to maximize reach to specific target and niche markets..." This will be accomplished particularly through:

- 1.1.a Expand public-private marketing partnerships with tourism businesses and attractions
- 1.1.b. Continue winter marketing (Page 49)
- 1.1.d Continue marketing to international visitors
- 1.1.e Enhance tracking and reporting of results and return on investment (ROI) from state, regional and CVB advertising efforts (Page 50)

A 1.2 Promote Montana to targeted groups and events, emphasizing off-peak season.

- 1.2.c Continue to promote Montana as a film location (Page 51)

A 1.3 Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.

“By partners working together to plan strategically and leverage resources, Montana can maximize its effectiveness.” (Page 52)

1.3.d Create cooperative marketing campaigns between agriculture and tourism
(Page 53)

A 5.1 Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets.

Detail pages attached Yes

Budget page must be attached for approval.

FY09 Project: Tradeshow Budget

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

MARKETING/ADVERTISING:					
Sundance Festival Event Promotion	\$5,600	+	\$0	=	\$5,600
Other	\$500	+	\$0	=	\$500
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$6,100		\$0		\$6,100

TRAVEL:					
Meals	\$150	+	\$0	=	\$150
Lodging	\$700	+	\$0	=	\$700
Travel	\$500	+	\$0	=	\$500
Misc	\$50	+	\$0	=	\$50
TOTAL	\$1,400		\$0		\$1,400

OTHER:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

REGION/CVB PROJECT TOTAL	\$7,500	+	\$0	=	\$7,500
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ORGANIZATION NAME: Bozeman Convention and Visitor Bureau

PROJECT NAME: Telemarketing and Fulfillment

APPLICATION COMPLETED BY: Cynthia Andrus

<input checked="checked" type="checkbox"/> Final
<input type="checkbox"/> Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

800 line: Expense incurred to maintain an 800 number for calls coming into M.A.R.S. Stout requesting information about Bozeman.

Postage/UPS: Cost to respond to consumer inquiries and other travel/tourism related request. This includes UPS shipping required for sending materials to/from tradeshow.

Fulfillment/Call Center Contractor: This expense is for the services provided by M.A.R.S. Stout to facilitate the handling of our incoming calls and to fulfill our leads by sending our travel packet.

Specific services M.A.R.S. Stout will provide include:

- Customized travel counseling through the Bozeman 800 number.
- Design and maintenance of customized software that captures and reports essential data including name, address, e-mail address, phone, interests, and travel dates.
- Monthly written reports of travel guide distribution, inquiry by geographic region and inquiry by preference. These reports also include call pattern activity.
- Data entry of all telephone, mail, e-mail and faxed inquiries.
- Inquiry management and servicing of Internet inquiries and information.
- Fulfillment of inquiries with requested travel information.
- Extended hours of operation from 7 a.m. to 6 p.m. Mountain Standard Time, Monday through Friday.

Overall results for FY08 can be found in the narrative section. Detailed results can be found in the completion reports. Our broader objectives (as outlined in the FY09 narrative) are listed below.

Goals:

1. To have all calls that come in through the 800 number documented and answered professionally by a live person.
2. Use documented call and e-mail information in the marketing plan.
3. To fulfill all calls and e-mail requests in a timely manner.

Objectives:

1. Increase year-round visitation to Bozeman as measured by a 10% increase in bed tax collections.
2. Increase bed tax collections in the shoulder seasons by 8%.
3. Increase the total amount of revenue brought into the Bozeman Community by 10%.
4. Increase the number of inquiries (via telephone, Internet guestbook, email or traditional mail) that are directly attributable to the CVB's Consumer Advertising campaign by 4%.

Identify the portions of your marketing plan that support this project.

Many of Bozeman's goals in the marketing plan are met with this project.

1. Increase four-season tourism revenue in Bozeman through enhancements of products and services that focus on high-value, low-impact visitors (as defined by the *Montana Tourism and Recreation Strategic Plan 2008-2012*), especially heritage and cultural tourists.
2. Inform visitors/tour operators about Bozeman's proximity to Yellowstone National Park and using Bozeman as their "home base" while planning day trips into the park and other points of interest around the area.
3. Build and maintain a consistent image of Bozeman as southwest Montana's premiere destination through all its marketing efforts. This includes the implementation of the tourism industry's new Montana brand strategy and how it applies to cooperative efforts with other regions, CVBs and private businesses.

Does this project support the Strategic Plan? No

The Call Center alone does not support the strategic plan, however the information used from the call center (demographics, interests, etc.) will help support the plan.

Detail pages attached Yes

Budget page must be attached for approval.

FY09 Project: Telemarketing and Fulfillment Budget

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Fulfillment/Call Center Contractor	\$6,700	+	\$0	=	\$6,700
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$6,700		\$0		\$6,700

MARKETING/ADVERTISING:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

TRAVEL:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

OTHER:					
800 Line	\$300	+	\$0	=	\$300
Postage/FEDEX/UPS	\$4,500	+	\$0	=	\$4,500
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$4,800		\$0		\$4,800

REGION/CVB PROJECT TOTAL	\$11,500	+	\$0	=	\$11,500
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